Disney

The Little Mermaid

Pearlescent Princess

Core/Girls 3-5

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STYLE GUIDE

PRODUCT DEVELOPMENT PURPOSES ONLY. NOT FOR THEATRICAL MARKETING.

VERSION 2

GLOBAL

AUG 2019 ON SHELF

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INTRODUCTION

November 17, 2019 marks the 30th anniversary of one of the most celebrated animated films of all time, *The Little Mermaid*. With a beloved story, treasured songs and great characters, *The Little Mermaid* continues to captivate audiences of all ages.

This style guide includes assets, badges and character art that celebrate *The Little Mermaid's* 30th anniversary and should be used when developing cross-category product in a new, fresh, and contemporary way.

FRANCHISE STRATEGY

This style guide was developed specifically for *The Little Mermaid's* 30th anniversary. The franchise focus is on empowerment, character-specific stories, and dynamic environments. Our approach for girls is focused on storytelling moments, franchise attributes, and positioned as aspirational.

As part of the 30th anniversary, pearlescent and irridescent colors and treatments should be explored to support this "pearl" anniversary. Additionally, key iconography, such as shells and pearls, should be infused into the overall design.

TARGET AUDIENCE

Girls 3-5

ATTRIBUTES

•Curious
•Free-Spirited
•Tenacious
•Adventurous

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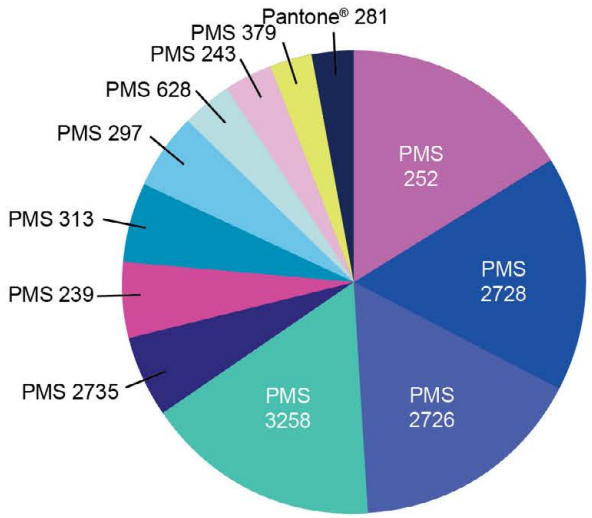
PEARLESCENT PRINCESS

Dive back into *The Little Mermaid* 30th anniversary celebration with Ariel as she makes a splash on girls' products. A continuation of the pearlescent theme, new shimmering designs sweep us away into the incredible under-the-sea world of our playful free spirit. Design elements like shell icons with a rainbow gradient and unique stylized character art of Ariel with an iridescent tail, bring us closer to the sea. Combined with an enchanting ocean-inspired palette of blues, aqua, and lavender, you can create fashionable products that girls are sure to treasure.

Note: This editorial is not intended to be used on product or packaging.



DESIGN SET COLOR PALETTE

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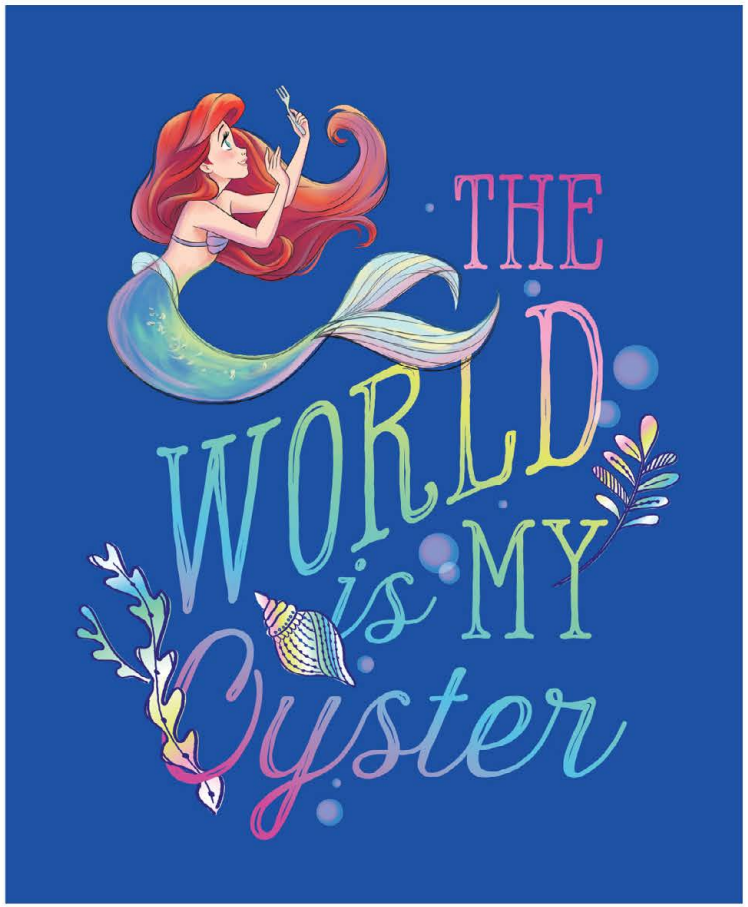

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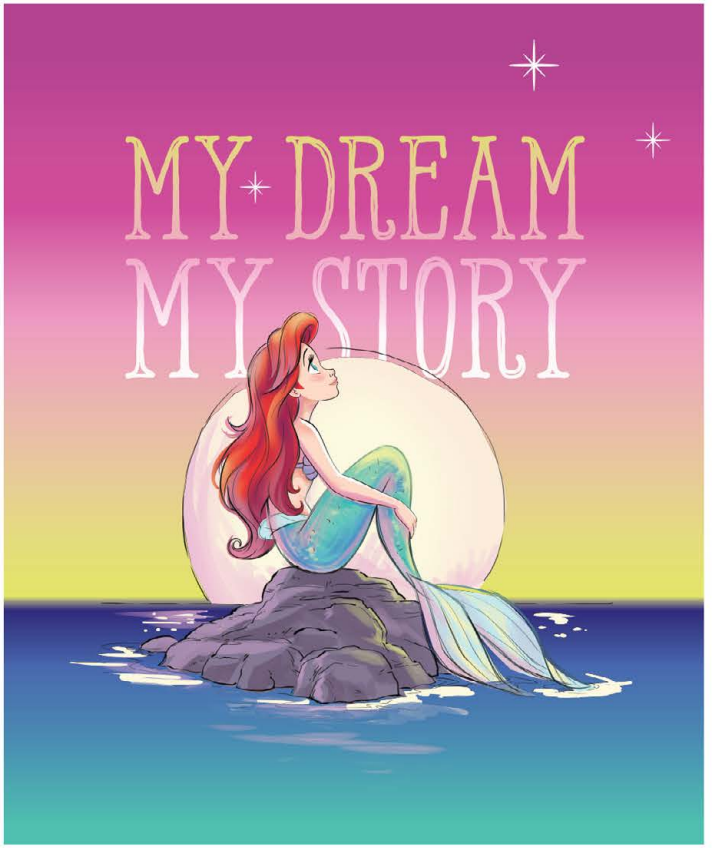

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CC744005.psd

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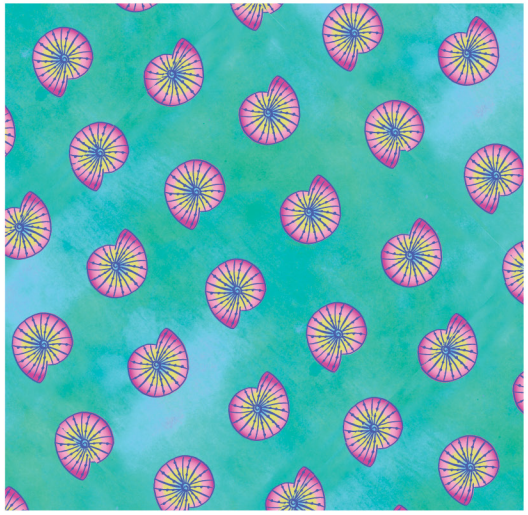

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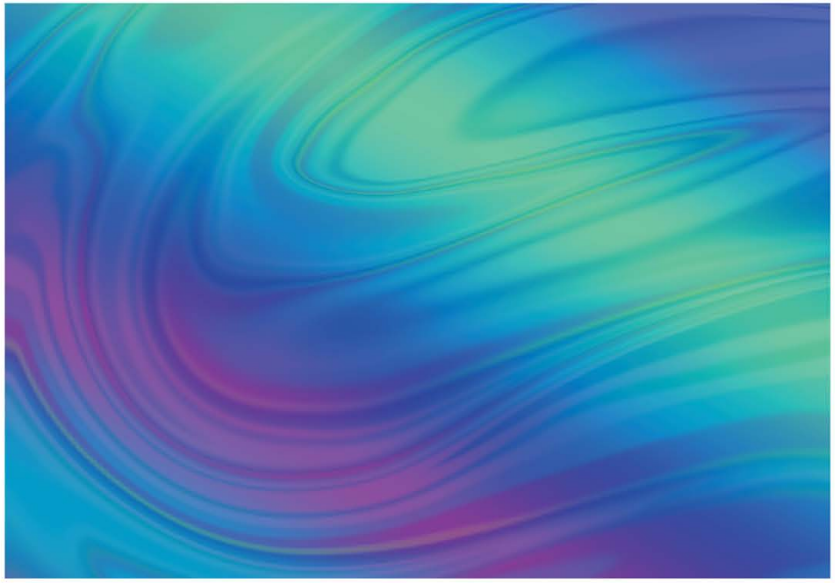

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CC744019.ai

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ARIEL

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Color vector CC506197.ai
B/W vector CC506198.ai

CC744021.psd

CC744022.psd
Color vector CC431102.ai
B/W vector CC431103.ai

CC744023.psd

CC744024.psd

CC744025.psd

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ARIEL

CC744026.psd

ARIEL & FLOUNDER

CC744027.psd
Color vector CCSEU078248.ai
B/W vector CSEU078249.ai

FLOUNDER

CC744028.psd

SEBASTIAN

CC744029.psd

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A World of Possibilities Ahead
Beautiful Heart
Born to Dream
Dancing to My Own Song
Dreamers go Far
Finding My Own Voice
Going Where the Fun Is
Have Dreams. Will Shine.
Have Feet. Will Dance.
I Believe in Dreams
I Believe in Me
I Just Shine
I Love to Shimmer
Keep Swimming & Shimmer On
Little Mermaid. Big Dreams.
Made to Shimmer
Make a Splash
My Dream. My Story.
My Dreams Make Me Shine
My Future Awaits
My Moment to Shine
My Song. My Way.
My Story is Just Starting
Ocean Dreamer
Pearl of the Sea
Seaside Cutie
Seaside Shimmer
See Me Sparkle
Shimmer Like the Ocean
Shimmering Adventures
Shimmering Beauty
Shimmering Sweetheart
Shimmering Wonders
Shine On!
Shining Personality
Sing your own Song
Sparkly Personality
Splashy Personality
Standing on My Own Two Feet
Star of My Own Story
Swim & Shimmer On
The World is Waiting (for Me)
The World's My Oyster
Watch Me Shine
Wave if You Love Mermaids

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Harman Deco

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890.,:;()!@?

Harman Deco InLine

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890.,:;()!@?

Harman Script

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;()!@?

Harman Script Inline

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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TIMING

January 1 – December 31, 2019

SYNOPSIS

In 1989, we were introduced to a world under the sea, and in 2019, we will celebrate the timeless story of *The Little Mermaid*. Ariel is the most iconic mermaid around the world and the 30th celebration will position her as such.

TARGET AUDIENCE

Girls
All-Family

USAGE

This snipe can be leveraged on packaging, in-store signage, and marketing (physical and digital) in support of cross-category product for *The Little Mermaid*.

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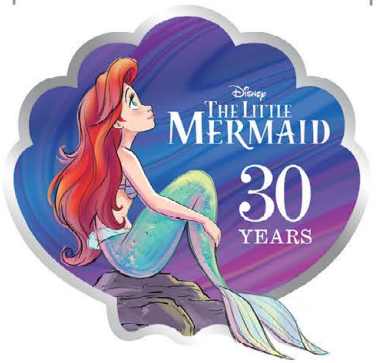
PRIMARY SNIPE

Suggested size
1.875 inches



Print metallic
PMS® Silver c for trim

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ALTERNATE DIE CUT OPTION

Print metallic
PMS® Silver c for trim

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SNIPE PLACEMENT EXAMPLE

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